

Supplementary Table S1. Codebook used to categorise sampled Instagram accounts

CODES AND DEFINITIONS	CODING RULES
Account name	Insert account name.
Account type 1 = private account 2 = public account 3 = account does not exist	Is the account private, public, or does not exist? Private = not accessible Public = accessible Account cannot be found
Country 1 = United States/Canada 2 = South America 3 = United Kingdom 4 = Australia/New Zealand 5 = Europe 6 = Asia 7 = Other 8 = Cannot identify	What is the country of origin? Identified by flag or written in text (as no location field in Instagram profiles)
Following	What is the number of accounts being followed?
Followers	What is the number of account followers?
Account following back 1 = yes 2 = no	Is the followed account following back?
Influencer category 1 = not an influencer 2 = micro influencer 3 = macro influencer 4 = celebrity influencer	What level of influencer are they? Not an influencer = <1,000 followers Micro-influencers = >1,000 – 99,999 followers Macro-influencers = >100,000 – 999,999 followers Celebrities = >1,000,000 followers ³⁷
Posts	What is the total number of posts?
Reels/videos	What is the total number of reels/videos?
ACCOUNT HOLDER CHARACTERISTICS	
Male 1 = yes 2 = no	Does the account holder identify as male? (identified male/masculine pronouns and inferred visually)
Female 1 = yes 2 = no	Does the account holder identify as female? (identified female/feminine pronouns and inferred visually)
Non-binary 1 = yes 2 = no	Does the account holder identify as non-binary (determined by pronoun in bio)
Other 1 = yes 2 = no	Is the account a group, company or brand that does not identify a person?
English speaking 1 = yes 2 = no	Is the account language English? (based on text)
Other language	If another language, record the language.

MAJOR FOCUS OF ACCOUNT	Determined on review of up to 40 of the most recent posts. More than 50% of posts are focussed on the topic.
Festival 1 = yes 2 = no	Are the posts focused on a festival (alcohol, food, music, entertainment, vape expo)?
Festival type	Describe in text
Festival category 1 = alcohol 2 = food 3 = music 4 = entertainment 5 = vape expo	What is the focus of the festival? Alcohol including beer, wine, spirits. Food including BBQ, pub, café/restaurant and homestyle foods. Music including DJs, country, pop, electronic and indie genres. Entertainment including tattoo expo, wedding expo. Vape expo = spaces for mass gatherings of people to review and purchase vape products.
Number of festival posts	How many posts are focussed on the topic?
Alcohol 1 = yes 2 = no	Are the posts focused on alcohol?
Alcohol type	Describe in text
Alcohol category 1 = beer 2 = wine 3 = spirits	What alcohol type is the focus? Beer including craft beer, lager, ale, cider, breweries. Wine including all wine types and vineyards. Spirits including gin, whisky, vodka, tequila, sake, cocktails, and distilleries.
Number of alcohol posts	How many posts are focussed on the topic?
Food 1 = yes 2 = no	Are the posts focused on food?
Food type	Describe in text
Food category 1 = sweet 2 = savoury	Are the posts focused on sweet food (cakes, desserts, confectionery) or savoury food (meats, fish, vegetables)?
Food setting 1 = café/restaurant 2 = pub food 3 = home food	What type of food setting is the focus? Café/restaurant including brunch, breakfast, coffee, ice cream, fine dining, various cuisines, and fast foods. Pub food including burgers, chips, pies, pizza. Home food including chutney, peanut butter, roast, snacks, groceries, home delivery such as Hello Fresh.
Number of food posts	How many posts are focussed on the topic?
Tattooing 1 = yes 2 = no	Are the posts focussed on tattoos (e.g., tattooist, tattoo shop, business, tattoo design)?

Number of tattoo posts	How many posts are focussed on the topic?
Artist 1 = yes 2 = no	Are the posts focused on an artist?
Artist type	Describe in text
Artist category 1 = musician 2 = comedian 3 = actor 4 = creatives	What type of artist is the focus? Musician including DJ, bands, solo singers, cellists, pianists. Comedian: entertainer focussed on making people laugh. Actor: stage and theatre. Creatives including photographers, authors, podcasters, graphic designers, interior designers, pottery, jewellers, patch makers, painters, drawers, and make-up artists.
Number of artist posts	How many posts are focussed on the topic?
Fitness/sport 1 = yes 2 = no	Are the posts focused on fitness and sport?
Fitness/sport type	Describe in text
Fitness/sport category 1 = team sport 2 = individual	What type of sport is the focus? Team sport: soccer, rugby league, Australian Rules, basketball, hockey. Individual sport: weightlifting, pole vaulting, gym, running, Formula One driving, horse riding, BMX, motorbike, pilates.
Number of fitness/sport posts	How many posts are focussed on the topic?
Lifestyle activities 1 = yes 2 = no	Are the posts focussed on everyday lifestyles: walking dogs, nature, family, friends?
Lifestyle type	Describe in text
Lifestyle activity category 1 = friends/family 2 = leisure	What type of lifestyle activity is the focus? Friends/family: gatherings, socialising, pets Leisure: holidays, outings, gardening, walking dogs and celebrating holidays (Christmas etcetera).
Number of lifestyle activity posts	How many posts are focussed on the topic?
Lifestyle interests 1 = yes 2 = no	Are the posts focused on lifestyle interests (e.g., beauty/skin care products, fashion, bikes, skateboards)?
Lifestyle interests type	Describe in text
Lifestyle interest category 1 = entertainment 2 = hobbies	What lifestyle interests are they focussed on? Entertainment including listening to music, movies, memes. Hobbies including boating, fishing, skateboarding, bikes, cars, amateur photography.

Number of lifestyle interest posts	How many posts are focussed on the topic?
Other 1 = yes 2 = no	Are the posts focussed on other topics?
Other type	Describe in text
Other category 1 = entertaining 2 = business	What other interests are they focussed on? Entertaining: memes and quotes (memes being a photo accompanied by text – usually humorous) Business: official business accounts
Number of other posts	How many posts are focussed on the topic?
Vape content 1 = yes 2 = no	Are the posts focussed on vaping content (e.g., displays, advertises, promotes vape/e-cigarette product content)?
Number of vaping posts	How many posts are focussed on the topic?
TYPE OF ACCOUNT ONLY FOR VAPING-RELATED ACCOUNTS	
Person/individual 1 = yes 2 = no	Is the account run by an everyday person? [small number of followers]
Retailer/vendor 1 = yes 2 = no	Is the account an outlet that sells vape/e-cigarette related products?
Manufacturer 1 = yes 2 = no	Is the account a manufacturer of vape/e-cigarette related products?
Vape enthusiast/advocate 1 = yes 2 = no	Content promotes e-cigarettes but is not trying to sell e-cigarettes or related products. <i>Can be an everyday person.</i>
VAPE ACCOUNT DETAILS	
Vape term in username 1 = yes 2 = no	Does the account contain a vape related term in the username (e.g., 'vape', 'e-cigarette', 'coils', 'juice', 'mod', etc.)? [can be separate or not separate word] * at the time these were terms banned on Instagram
Name if yes	Record name.
Vape related term in bio 1 = yes 2 = no	Does the account bio contain a vape related term in the username (e.g., 'vape', 'e-cigarette', 'coils', 'juice', 'mod', etc.)? * at the time these were terms banned on Instagram
Term if yes	Record term.
Age restriction listed in bio 1 = 18 years age restriction 2 = 21 years age restriction 3 = no age restriction	Is there a stated age restriction on the homepage?

Bio contact details 1 = yes 2 = no	Are there contact details in the bio (e.g., email, phone number, DM, WhatsApp)?
Link in bio 1 = yes 2 = no	Is there a link to Instagram, YouTube, Facebook, Linktree, or website in bio?
Link to vape products 1 = yes 2 = no 3 = unsure as link broken	Is there a link/website with vape related content? Link broken may indicate vape account taken down; non-valid license for webpage.
Record online vape shop link	Insert link.
Link to personal blog 1 = yes 2 = no 3 = unsure as link broken	Is there a link to a personal blog? If the account has been coded as yes [1], then the link that they have provided in the bio will link to vape related content.
Record personal blog link	Insert link.
Link to Instagram account 1 = yes 2 = no 3 = unsure as link broken	Is there a link to an Instagram account? If the account has been coded as yes [1], then the link that they have provided in the bio will link to vape related content.
Record Instagram link	Insert link.
Link to Facebook account 1 = yes 2 = no 3 = unsure as link broken	Is there a link to a Facebook account? If the account has been coded as yes [1], then the link that they have provided in the bio will link to vape related content.
Record Facebook link	Insert link.
Link to YouTube account 1 = yes 2 = no 3 = unsure as link broken	Is there a link to a YouTube account? If the account has been coded as yes [1], then the link that they have provided in the bio will link to vape related content.
Record YouTube link	Insert link.
Age warning on linked web page 1 = yes 2 = no 3 = N/A	Is there an age warning (18 or 21 years) when accessing the linked page? [N/A = does not link to vape related products]
VISUALS	
Vape products visible 1 = yes 2 = no	Are e-cigarette products visible among the first 40 posts of the homepage?
E-liquid products visible 1 = yes 2 = no	Are there e-liquid products visible among the first 40 posts of the homepage?
Other vape products 1 = yes 2 = no	Are there coils, filters, mods, vaping accessories, and/or heat-not-burn products visible among the first 40 posts on the homepage?

Product review 1 = yes 2 = no	Are there opinion on specific vaping products among the first 40 posts on the homepage?
Promote vape products for purchase 1 = yes 2 = no	Is there promotion of vaping products for purchase among the first 40 posts on the homepage? [where to purchase, product reviewer promotes product and where to purchase]
Price promotion 1 = yes 2 = no	Are there coupons, discounts, offers, multi-buys, giveaways among the first 40 posts on the homepage?
Customisation 1 = yes 2 = no	Is there customising or modifying vape products (e.g., changing coils, changing pods, changing e-juice) among the first 40 posts on the homepage?
Vape tricks 1 = yes 2 = no	Are there vaping tricks using aerosol plumes among the first 40 posts on the homepage?
Pro-vaping 1 = yes 2 = no	Is there pro-vaping messaging (e.g., ‘Vaping can help people quit smoking’) among the first 40 posts on the homepage? Do the 40 posts reference advocacy for encouraging the use of vapes/e-cigarettes? [overt = e-cigarettes healthier than cigarettes OR covert = open use of product or advertising products]
Anti-vaping 1 = yes 2 = no	Is there discouraging messaging (encouraging cessation, prevention, reference to anti-vaping advocacy activity) among the first 40 posts on the homepage?
Sentiment 1 = positive 2 = negative 3 = neutral	What type of sentiment is present among the first 40 posts on the homepage? Positive: promoting/encouraging e-cigarette use. Negative: discouraging/deterring e-cigarette use. Neutral: presents a balanced view
Brand visible 1 = yes 2 = no	Is there product brands or logos visible among the first 40 posts on the homepage?
Other lifestyle associations 1 = yes 2 = no	Are the vape products associated with a lifestyle (e.g., appearing to be rich, beautiful, healthy, happy, positive) visible among the first 40 posts on the homepage?
Branded content 1 = yes 2 = no	Is there an indication that the account is sponsored or partnered with a business or influencer? [e.g., ‘paid partnership with...’ OR #sponsored #ad]
Business affiliation 1 = yes 2 = no	Do the posts reference following a business page or linking to a business website related to vape/e-cigarette products? [e.g., ‘follow this page for more’, ‘follow the link in bio to purchase’]

CONTENT POLICY	
Content policy assessment is taken from Meta's Restricted Goods and Services Policy ³⁵	
1A. Content policy 1 = yes 2 = no If yes, may violate content policy	Is the account (individual, manufacturer or retailer) attempting to promote the purchase or sale of tobacco or tobacco-related products?
1B. Content policy 1 = yes 2 = no If yes, may violate content policy	Is the account (individual, manufacturer or retailer) attempting to raffle, gift, donate, transfer or trade tobacco or tobacco-related products? * can include discount and two-for-one deals
2A. Content policy 1 = yes 2 = no If yes, does not violate content policy	Is the account attempting to buy, sell or trade, or donate or gift tobacco or tobacco-related products posted by a page, group, or Instagram profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities (<u>essentially off Instagram</u>)? * determined if they provide a web link or provide official page in bio
2B. Content policy 1 = yes 2 = no If yes, does violate content policy	Is the account attempting to buy, sell or trade, or donate or gift tobacco or tobacco-related products posted by a private/individual/manufacturer selling <u>on Instagram platform</u> (e.g., DM link or email address; links to other Instagram and/or Facebook sites)?
3A. Content policy 1 = yes 2 = no If yes, does not violate content policy	Does the content refer to tobacco or tobacco-related products that will be exchanged or consumed on location at an event, restaurant, bar, party, and so on?
3B. Content policy 1 = yes 2 = no If yes, does violate content policy	Does the account ask for tobacco or tobacco-related products?
Violates content policy 1 = yes 2 = no	Does the account violate content policy? [considering all the content policy assessment]
Reason for violation	Summarise by providing reason for content policy violation.